


### Interview Summary

Interview between attorney of record in Patent Application Serial No. 09/752,751, Manuel Valcarcel (Reg. 41,360), and Examiner Romaine Jeanty conducted on June 19, 2007.

On June 19, 2007, the undersigned counsel of record contacted Examiner Romaine Jeanty by telephone for a telephonic interview regarding U.S. Patent Application Serial No. 09/752,752 and the office action issued February 17, 2007 rejecting all claims (claims 1-3 and 5-7) based on 35 USC Section 103 (a) as being unpatentable over Giovanolli (US 5,842,178) over Peterson et al (US 6,324,522). No exhibits or demonstrations were discussed, shown or conducted. The undersigned discussed with the examiner the arguments that the applicant's invention is not obvious in view of Giovanolli and Peterson because neither teaches or suggests combining in a single point of purchase a direct sales channel and an indirect sales channel, wherein the indirect sales channel involves an intermediary that acquires the goods/services from a seller and resells them to the buyer. Additionally, neither of said patents allows a buyer to have, at a single point of purchase, information regarding purchase terms for a direct sales channel purchase and purchase terms for an indirect sales channel purchase, so that the buyer can compare and evaluate which sales channel provides the better deal. The examiner asked where the claims referenced a direct and indirect sales channel, and it was noted that the words were in the original claims but were removed to address a prior examiner's issues with the claims. The undersigned noted the discussion in paragraphs 0019-0021 of the specification as explaining the differences in the applicant's invention. The examiner suggested that continued examination be requested with a response and that the examiner would reconsider but no agreement was reached regarding allowability of claims.

  
Manuel Valcarcel, Esq. Reg. 41,360  
MIA 179680840v1

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## VIA EXPRESS MAIL

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Re: Serial No. 09/752,751  
Method and System for Providing Direct and Indirect Sales Channels from a Single  
Point of Purchase-Request for Continued Examination and Response Submission  
Our Ref. No. 38021.010000**

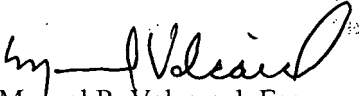
Dear Sir:

Enclosed is a Request for Continued Examination and Response submission together with a 2-month Extension Petition with respect to the above-referenced application.

Please charge the small entity Request for Continued Examination fee (\$395) and Extension Fee (\$225) (small entity status claimed previously), and any other applicable fees, to Deposit Acct. No. 50-1792. A duplicate of this letter is enclosed for charging purposes. Please confirm receipt of the enclosed documents by date-stamping and returning the enclosed postage paid return postcard. Please direct all communications regarding the foregoing to the undersigned.

Respectfully submitted,

**GREENBERG TRAURIG, P.A.**

  
Manuel R. Valcarcel, Esq.  
Reg. No. 41,360

Enclosures

MIA 179680584v1

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